

Bloomfield Record.

NEWARK BUSINESS DIRECTORY.

Agricultural Implemts., Farm Machinery, Field and Garden Seeds: JOHN A. MILLER, 49 Broad street. Banks: NEWARK SAVINGS INSTITUTION, 802 and 804 Broad street. Books, Stationery, etc.: M. R. DENNIS & CO., 739 Broad street. Boots & Shoes: TAYLOR & WILLIAMS, 157 Market street. C. A. FELCH, 925 Broad street. Clothiers: E. DUNHAM & CO., 815 Broad street. Crockery, China, Glass Ware, G. W. LAWRENCE, 499 Broad street. Dry Goods: MARVIN DODD & CO., 677 Broad st. Furniture: E. C. SMITH & SONS, 623 Broad street. Gent's Furnishing Goods: F. Y. JOLLET & CO., 827 Broad street. Hardware Iron, &c.: MACNET, WILSON & CO., 709 Broad street. Insurance: HUMPHREY (Fins) & CO., 703 Broad street. Paper Hangings: M. A. FRASER, 623 Broad street. Silver Ware, Cutlery, &c.: BENJ. MAYO, 887 Broad St.

N. B. & M. H. C. R. R.

BLOOMFIELD TIME TABLE, FEB. 1, 1873.
The last car leaves at 10 A. M. and every half hour from 6:30 A. M. to 9 P. M., and at 10 and 11 P. M.
The last car from Depot at Mt. Prospect Ave. to Newark leaves at 10 P. M.
Leave Newark, Broad and MARKET Sts., every half hour from 7:30 A. M. to 6:54 P. M., and at 7:54, 8:54 and 9:54 P. M.

LIST OF LETTERS

Remaining unclaimed in the Post Office at Bloomfield, N. J., Feb. 2, 1874.

Adams, Mrs. Laura McDonald, Charles Baldwin, H. F. Morton, Thomas Baker, George Meed, Thomas Beck, Henry Murphy, John (2) Clark, Miss H. Mead & Blewitt Cotter, James Matson, Lewis Cooley, Mrs. R. C. Mead, Ezra Dick, Jersey Monaghan, Patrick Dougherty, Mary Nicholson, Mrs. G. A. Denike, Stephen W. Noll, Michael Flannery, Bridget Neuman, P. Fort, John Reilly, Thomas O. Garner, Adolphus Robeson, Jacob Hail, Mrs. Mary Stetz, Sarah Hamer, Henry Soul, Elie Hewitt, T. P. Smith, Matthias Holmes, Mrs. L. H. (2) Stripe, Rosa Holland, Hansom Sanier, Martin Hickey, Michael Sittin'g Hall, Sarah W. Schleip, Louis Jackson, W. P. (3) Thompson, Dick W. James, Henry Thompson, B. S. Krebs, Mrs. Sarah Thompson, James M. Lind, Bridget Tyler, James Laing, Mrs. Laura A. Taylor, Mrs. T. H. Lowe, Henry VanGiesen, James Moran, Michael Wilson, Mary McCulloch, Edw.

Any person calling for the above will please say "Advertised."

HORACE DODD, P. M.

New Jersey Legislature.

The supplement to the act constituting "the Essex Public Road Board," which was introduced by Assemblyman Halsey on Monday last, was drawn and suggested by Mr. Edward S. Wilde. A copy has been handed us for publication. It explains itself, and if passed will be acceptable to a large class of property owners who would experience inconvenience in paying their Assessments under the provisions of the existing law. The proposed law is as follows:

A further supplement to the act entitled "An act constituting a Public Road Board for the laying out, constructing, appropriating, improving and maintaining public carriage roads in the County of Essex," approved March thirty-first. Eighteen hundred and sixty-nine.

Be it enacted by the Senate and General Assembly of the State of New Jersey, That any and all assessments for benefits now made or hereafter to be made under and by virtue of the act to which this is a supplement, or either of the several supplements to said act, shall be payable and collectable in ten equal annual installments, computing from the date of such assessments respectively, provided that in cases where one or more installments of any such assessments have been already paid, the balance shall become ratably payable and collectable under the provisions of this act.

And be it enacted, That so much of said act or said supplements as may provide for the payment and collection of any assessments in four equal annual installments, be and the same is hereby repealed, and that this act shall be deemed and taken to be a public act, and shall take effect immediately.

In the Senate on Wednesday, the constitutional amendments were taken up and a long and warm debate took place on the sentence which says that "the legislature shall not pass any private, local, or special laws." Mr. Stone moved to expunge this. Mr. McPherson took the floor against the motion, and made an effective speech against partisan legislation for the government of cities referring in strong terms to the present condition of Jersey City as governed by commissioners appointed by the Legislature, and not governed by the people themselves. Mr. Taylor denounced special legislation, and advocated a uniformity of laws for the people of the State. Further debate on the subject was postponed till Thursday. In the course of Mr. Taylor's remarks he referred to the great increase of newspapers and the consequent increase of expenses in printing the laws. He said there were little papers all over the State, printed partly in New-York, and having very little New-Jersey news, constantly coming forward and claiming the printing of the laws.

A bill was passed giving \$150,000 for the use of the convicts in the State Prison for manufacturing purposes.

In the House, Mr. Morrow introduced an important bill which provides that the offices of Secretary of State, Clerk in Chancery and Clerk of the Supreme Court shall be salaried positions. Its passage would be a saving to the State of a considerable amount now allowed in fees.

Mr. Halsey introduced a bill to incorporate the Mabel Association of Bloomfield, for mental, physical and pecuniary benefit. Messrs. Bailey, Richards, Farrand and others are named as corporators.

Made to "See it."

There is no doubt that tact, skill and careful preparation are as necessary to a successful advertiser, as they are to a teacher, doctor, lawyer, business man or mechanic. Some men advertise reluctantly, having no faith in such "bungling," and, failing to use tact, skill and careful preparation, become almost discredited in their faithlessness. Now the facts are that an advertisement should be written and printed so as to attract attention, and it should be changed from time to time, at intervals, so as to give it a new aspect with some new point of attraction. The following capital story shows how an unbeliever was forced to "see it."

"I can't see it," said Buffer. Nobody reads an these little advertisements. It's preposterous to think of it."

"But said the editor, "you read what interests you?"

"Yes."

"And if there's anything that you particularly want, you look for it?"

"Certainly."

"Well, among the thousands upon thousands who help to make up this busy world of ours, everything that is printed is read. Sneeze as you please, I do assure that printer's ink is the true open sesame to all business success."

And still Buffer couldn't see it. He didn't believe that one half of those little crowded advertisements were ever read.

"Suppose you try the experiment," said the editor. "Just slip in an advertisement of the want of one of the most common things in the world. For the sake of the test, I will give it two insertions free. Two will be enough, and you may have it jammed into any out-of-the-way nook of my paper you shall select. Two insertions of only two lines. Will you try it?"

Buffer said of course he would try it. And he selected the place where he would have it published—crowded in under the head of "Wants." And he waited and saw a proof of his advertisement, which appeared as follows:

WANTED—A good house dog. Apply to J. Buffer, 575 Tower street, between the hours of 6 and 8 P. M.

Buffer went away, smiling and nodding. On the following morning he opened his paper, and after a deal of hunting he found his advertisement. At first it did not seem at all conspicuous. Certainly as insignificant a paragraph, could not attract notice.

After a time it began to look more noticeable to him. The more he looked at it the plainer it grew. Finally it glared at him from the closely printed page. But that was because he was the person particularly interested. Of course it would appear conspicuous to him. But it could not be so to others.

That evening Buffer was just sitting down to tea (Buffer was a plain, old-fashioned man, and took tea at 6), when his door-bell was rung. The servant announced that a man was at the door with a dog to sell.

"Tell him I don't want one."

Six times Buffer was interrupted while taking tea, by men with dogs to sell. Buffer was a man who would not lie. He had put his foot in, and he must take it out manfully. The twenty-third applicant was a small boy, with a girl in company, who had a ragged, dirty poodle for sale. Buffer bought the poodle of the boy, and immediately presented it to the girl, and then sent them off. To the next applicant he was able truthfully to answer, "Don't want any more. I have bought one." The stream of callers continued until near 10 o'clock, at which hour Buffer locked up and turned off the gas.

On the following evening as Buffer approached his house, he found a crowd assembled. He counted thirty-nine men and boys, each one of whom had a dog in tow. There were dogs of every grade, size and color, and dogs of every quality of wine, yelp, bark, growl and howl. Buffer addressed the motley multitude, and informed that he had purchased a dog.

"Then what'd you advertise for?"

And Buffer got his hat knocked over his eyes before he reached the sanctuary of his home. Never mind about the trials and tribulations of that night. Buffer had had no idea that there were so many dogs in existence. With the aid of three policemen he got through alive. On the next morning he visited his friend the editor, and acknowledged the corn. The advertisement of "Wanted" was taken out, and in the most conspicuous place, and in the most glaring type, he advertised that he didn't want any more dogs. And for the advertisement he paid. Then he went home and posted upon his door—"Gone into the country."

From that day Josephine Buffer has never been heard to express doubts concerning the efficacy of printer's ink; neither has he asked, "Who reads advertisements?"

Midland Railroad Strike.

A serious disturbance began on Monday on the Midland Oswego Railroad, by the seizure of the rolling stock, the spiking of the switches, and other excesses. The scene of the excitement is at Summitville, on the Ellenville branch.

The cause of the strike is the non-payment of wages for several months back, and was brought about by the receivers, Messrs. J. G. Stevens and A. S. Hewitt abolishing the office of general superintendent on Saturday last, which displaced Mr. Chas. Douglass from that position, and he being the only man in whom the employees of the road had any confidence.

From a passenger who arrived Tuesday night it was learned that the strikers had burned the water tank at Budd's station, west of Summitville, and at Ellenville, on the branch road, and they were also threatening to burn bridges. A car loaded with flour was broken open at Summitville, and the contents were distributed to those needing it.

The latest accounts of the progress of affairs is favorable for a settlement with the strikers, and it was hoped that soon the trains would be running as usual.

New Advertisements.

JOHN G. KEYLER,



BLOOMFIELD AVENUE,
Bloomfield, N. J.

FURNISHING UNDERTAKER

AND DEALER IN

FURNITURE of Every Description.

Coffins of Rosewood, Mahogany, Walnut, Imitation Rosewood, and Metallic Coffins on hand. White and Black Cloth Covered Coffins. Everything pertaining to the business.

PARLOR AND CHAMBER SUITS,
BUREAUX, BEDSTEADS,
SOFA'S, LOUNGES, WHAT-NOT'S,
BOOK SHELVES AND CASES,
BRACKETS, LOOKING GLASSES
etc., etc. Mattresses and Spring Beds always on hand.
UPHOLSTERING AND REPAIRING done with neatness.

ALL ORDERS PROMPTLY ATTENDED TO.

ESTABLISHED 1841.

JOSEPH B. HARVEY,

TIN, Sheet Iron and Copper Worker,

ROOFING,

LEADERS AND

TIN WARE.

Plumbing and Gas Fitting, also SHEET LEAD,

LEAD PIPE, LIFF and FORCE PCMP'S.

Ranges, Hot Air Furnaces,

Parlor, Office and Cook Stoves, Hatters' Kettles, Water Closets, Bath Tubs, Cistern and Well Pumps.

The Subscribers, calling attention to his Business Card above, and thankful for the patronage bestowed for the past thirty-one years by the people of Bloomfield and adjacent towns and country, solicits a continuance of the same, trusting that a strict attention to all business entrusted to him will merit their favor in the future as in the past.

JOSEPH B. HARVEY.

Bloomfield, Jan. 23, '73.—1.

BLOOMFIELD

Fish and Oyster Market.

RAILROAD AVE., CORBY'S BUILDING,
Fish, Oysters and Clams, Fresh from Fulton Market,
Constantly on Hand.

Oysters by the Quart, 100, or 1,000.

Parties wishing the Order Wagon to call at their residences will please notify.

SAMUEL MOORE

JAMES H. WAY,

DEALER IN

FINE GROCERIES AND PROVISIONS,

FLOUR, FEED, GRAIN, CANNED AND

DRIED FRUITS.

RAILROAD AVENUE, BLOOMFIELD,
Goods delivered throughout Bloomfield and vicinity.

WILLIAM COLFAX,

DEALER IN

DRY GOODS, GROCERIES,

GRAIN, FEED, ETC.

A FINE ASSORTMENT of all goods in my line which will be sold low and promptly delivered in any part of the State.

CORNER BROAD ST AND BELLEVILLE AVE.

BLOOMFIELD, N. J.

Jan. 23, '73.

BLOOMFIELD MARKET.

WILLIAM MADISON,
Dealer in

BEEF

VEAL, MUTTON,

LAMB, PORK,

POULTRY, SMOKED AND CORNED MEATS,

Fruits and Vegetables in their Season.

BLOOMFIELD CENTRE.

Jan. 23 BLOOMFIELD, N. J.

CRAKE & SLAYBACK,

MORRIS'S MILLS,

BLOOMFIELD, N. J.

WHOLESALE AND RETAIL DEALERS IN

Flour, Feed and Grain.

1873. JOHN RAEMSCH, 1873.

FLORIST,

GREENHOUSES ADJOINING ARCHDEACON'S HOTEL,

BLOOMFIELD, N. J.

Orders will receive prompt attention, and plants will be delivered free of charge to any part of the town.

MISS SHIBLEY'S

School for Young Ladies.

BELLEVILLE AVENUE, BLOOMFIELD.

The Fall Term opens Sept. 1st. There is a PRIMARY CLASS connected with the School.

MISS L. L. BIDDULPH'S

School for Boys and Girls.

Bloomfield Avenue, Bloomfield, N. J.

Fall Term opens Sept. 1st, 1873.

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